

*IBM Software Brand Identity Guide*  
**Chapter 7: Product Delivery**



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*IBM is able to deliver software products with an intelligent and cohesive design system. This system transcends geographic boundaries to communicate brand value to our most influential customers—our users.*

*Software products are delivered using several components: CDs, CD booklets, user guides, product notes, box and more. The delivery of a product should be considered and produced as a total package. This chapter is the first step toward realizing consistency and standardization for the ideal delivery on a brand promise.*

The design for the software box is an extension of the software brand identity system. The mosaic is created specifically for this box to represent all brands. The river concept is reinforced by the mosaic wrapping around the center of the box, with the grey bands on the sides allowing for the varying depths of the boxes.

While documentation covers and other materials are customized for each brand, all software products delivered in a box utilize the same box design. The height and width of the box remain relatively constant; however, there are various depths to accommodate the different contents required. The box is printed in four color process.

To customize the box for each product, there is a product label on the left spine of the box. The label is printed in two colors – the software brand PMS color and black. (In the case of non-brand specific products or bundles this label is grey.)



DB2



Lotus



Rational



Tivoli



WebSphere

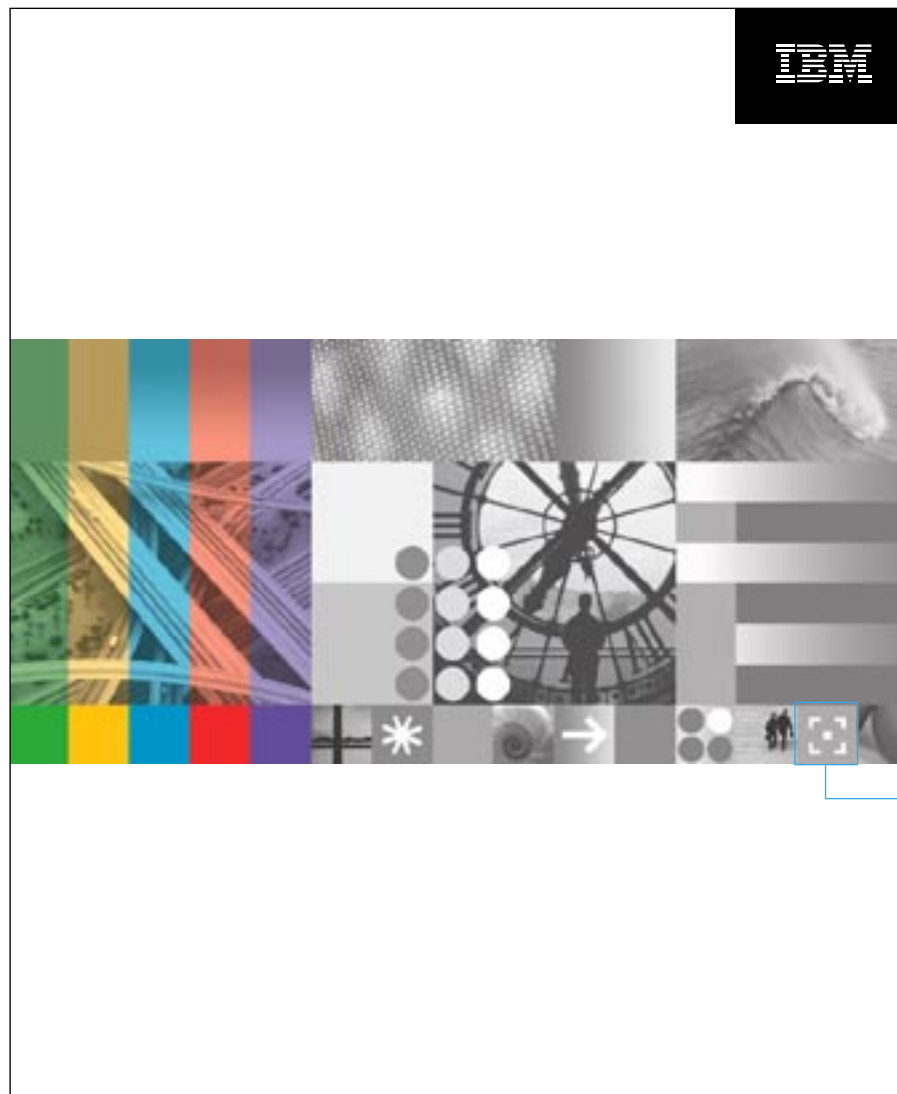


Non-brand specific and multiple brands

### Imagery

**Size** Mosaic is 15 squares wide by 7 squares tall.

**Position** Mosaic is centered vertically and flush with the left and right edges.



### The IBM Logo Black Holding Device

**Size** 3 squares wide by 7p3 (30.7 mm) tall

**Position** Flush with top and right edges

### IBM Logo

**Size** 2p3 (5.84mm) tall

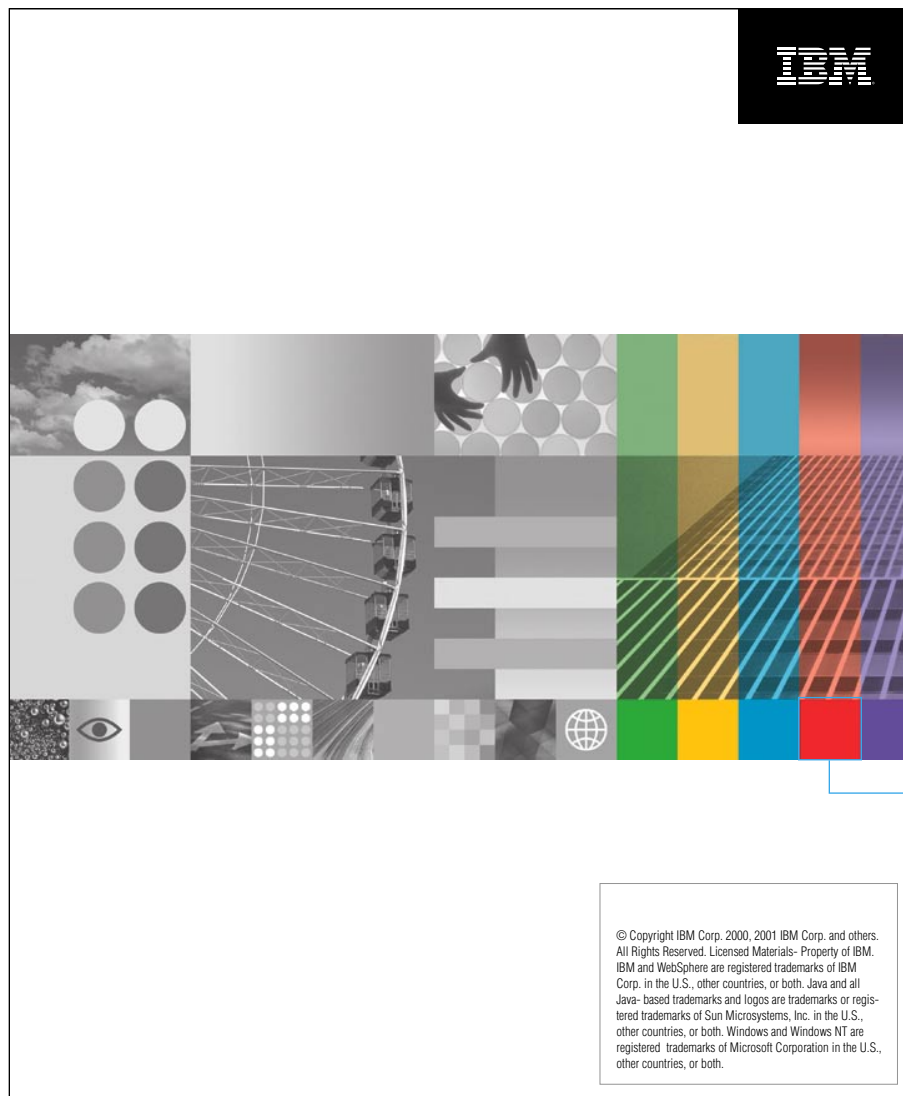
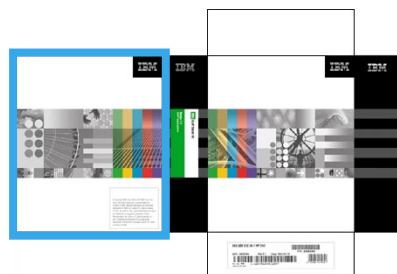
**Position** Reversed and centered within the logo holding device

IBM



One square

**Position** Mosaic is centered vertically and flush with the left and right edges.



**Position** Reversed and centered within the logo holding device

- One square

See copyright, trademark, UPC  
label specifications.

Width of spine varies per product box, but all art is centered horizontally.

#### Background Color

Four color black: 30%cyan, 30% magenta, 30%yellow, and 100%black

#### IBM Logo

**Size** 2p3 (5.84mm) tall

**Alignment** Reversed and centered within the logo holding device

**Color** White

#### Grey Bands

**Size** Each band is one mosaic square tall and aligns with the mosaic squares on the front and back of the box. Bands extend the width of the spine.

**Color** 85% black only

#### Label Placement Area

(Left side only)

**Size** 8p11 (37.5mm) wide centered on spine

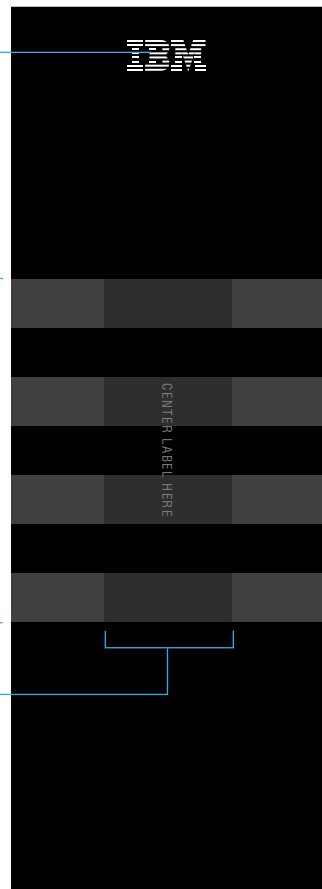
**Color** 95% black only

#### Label Placement Text

(Left side only)

**Font** 10pt Helvetica Condensed Medium all caps (+100 Letterspace)

**Alignment** Centered



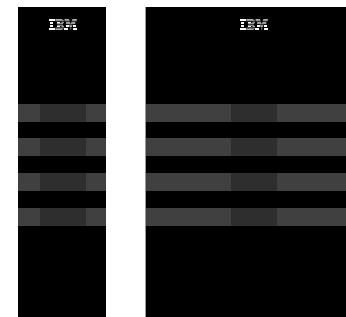
Left side (from front)



Right side (from front)



Product label is placed on left spine only in the area indicated by the slightly darker stripes.



Spine width can vary from 1.5 inches to 4.5 inches or more. Artwork is centered on spine and consistent in size for all widths.

### Version Number

**Font** 10pt Helvetica Condensed Bold

**Position** 1p0 (4.23mm) from top. Baseline is 1p6 (6.35mm) from right edge of color band.

**Color** White on all brands except Lotus, black on Lotus

### Platform Information

**Font** 9/10pt Helvetica Condensed Medium

**Position** Aligns with version number. 10 pts from baseline of version number to baseline of platform information.

**Color** White on all brands except Lotus, black on Lotus

### Color Band

**Position** Color band starts at the center of the label and bleeds three sides.

**Color** Software brand PMS color



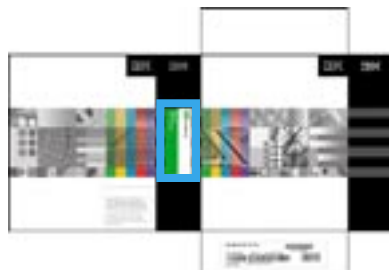
### Software Brand Mark Product Name

**Size** Software brand mark box is 1p5 (6.05mm) tall. Width varies for each brand mark.

**Font** 12/13pt Helvetica Neue 57 Condensed (Letterspace +30). See “Chapter 8: Product Naming” for product mark specifications. Trademark symbols are 4.5pt and registered trademarks are 3.5pt. Both base align with text.

**Position** Brand mark box is 1p0 (4.23mm) from top and right edge.

**Color** Brand mark box prints software brand PMS color. When printing one color, brand mark box prints black.



NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

NOTE: Helvetica Condensed and Helvetica Neue Condensed fonts have been licensed by Corporate User Technologies. They may be obtained for use by SWG Visual Designers that are responsible for creating package spine labels. Obtain the fonts here:

[https://steamboat.boulder.ibm.com/cgi-bin/regsvs/iipregIIpregp?s=IIPhfsvd&t=dI&d=IIPhfsvd&S\\_PKG=dI](https://steamboat.boulder.ibm.com/cgi-bin/regsvs/iipregIIpregp?s=IIPhfsvd&t=dI&d=IIPhfsvd&S_PKG=dI)



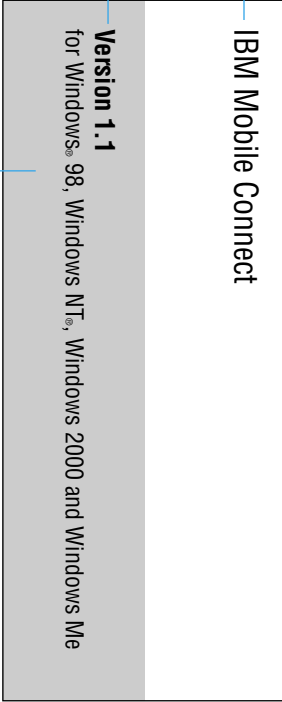
Specifications are identical to the brand-specific label except the following:

**Version Number and Platform Information**

**Color** Black

**Color Band**

**Color** 20% black



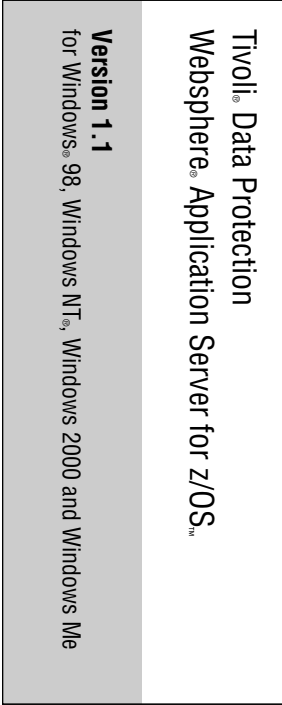
Non-brand specific

**Product Name**

**Font** 12/13pt Helvetica Condensed Medium. Trademark symbols are 4.5pt and registered trademarks are 3.5pt. Both base align with text. For labels with more than one product name add 0p3 (1.1mm) paragraph spacing between names.

**Position** 1p0 (4.23mm) from top edge. Cap height is 1p0 (4.23mm) from right edge.

**Color** Black



Multiple brand / build-to-order



NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

NOTE: Helvetica Condensed and Helvetica Neue Condensed fonts have been licensed by Corporate User Technologies. They may be obtained for use by SWG Visual Designers that are responsible for creating package spine labels. Obtain the fonts here:

[https://steamboat.boulder.ibm.com/cgi-bin/regsvs/iipregIIpregp?s=IIPhfsvd&t=dI&d=IIPhfsvd&S\\_PKG=dI](https://steamboat.boulder.ibm.com/cgi-bin/regsvs/iipregIIpregp?s=IIPhfsvd&t=dI&d=IIPhfsvd&S_PKG=dI)

## Trademark and Copyright Attribution Label

**Size** 15p5 x 10p6 (65.3mm x 44.3 mm)

### Legal text

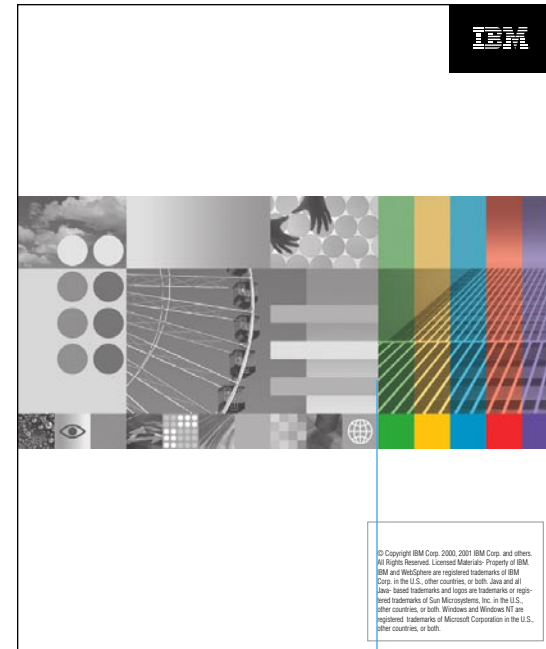
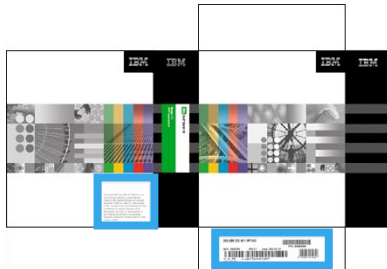
**Font** 8/10pt Helvetica Condensed Light, 4 pts spacing between paragraphs

**Position** Copy block is 0p10 (3.5mm) from left, bottom, and right edges. Text is flush with bottom of label.

**Color** Black

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**This legal text is customized for each product that is delivered in the box.**



**Trademark label is placed at bottom right corner of the back of the software box. Text should align flush left with the green square.**



**UPC label is centered on the bottom of the box.**

There is a consistent style and order in trademark and copyright attribution. It is preferred to spell words out rather than abbreviating them, however, due to space limitations the following abbreviations are acceptable:

**IBM** for International Business Machines  
**Corp.** for Corporation  
**U.S.** for United States

### Copyright statement

The following copyright statement should precede any trademark attribution statements:

© Copyright 2000, 2001 IBM Corp. All Rights Reserved. Licensed Materials - Property of IBM.

### IBM trademarks

Directly after the copyright statement, start with the following sentence, and list all of the IBM trademarks used in your document with IBM listed first, then in alphabetical order. Use a single or multiple column list, as appropriate.

**Example** The following are trademarks of International Business Machines Corporation in the United States, other countries, or both: IBM, Aptiva, DB2, OS/2, VisualAge, Workplace Shell.

### Rational

You should attribute the trademarks acquired through the Rational Software Corporation acquisition as follows:

**Example** Rational is a trademark of International Business Machines Corporation and Rational Software Corporation in the United States, other countries, or both.

### Other companies' trademarks

If you've used any trademarks of non-IBM companies, that require special attribution, include attribution statements for them.

- Only list non-IBM trademarks that you actually use (don't just copy the sample statements unless you're using the same trademarks as in the sample).
- Arrange the statements in alphabetical order by company name.

Your trademark attribution statement listing should look something like the following example.

**IBM, Aptiva and DB2 are trademarks of International Business Machines Corporation in the United States, other countries, or both.**

**MMX, Pentium, and ProShare are trademarks of Intel Corporation in the United States, other countries, or both.**

**Microsoft and Windows NT are trademarks of Microsoft Corporation in the United States, other countries, or both.**

**Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.**

You do not need to list other non-IBM trademarks that do not require special attribution. However, if you use such IBM trademarks, you must include the following statement at the end of your trademark attribution listing:

**Other company, product or service names may be trademarks or service marks of others.**

© Copyright IBM Corp. 2000, 2001 IBM Corp. and others. All Rights Reserved. Licensed Materials - Property of IBM. The following terms are trademarks of International Business Machines Corporation in the United States, other countries, or both: IBM, Tivoli, WebSphere. Java and all Java-based trademarks are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S., other countries, or both. Windows and Windows NT are registered trademarks of Microsoft Corporation in the U.S., other countries, or both.

**Sample of correct trademark and copyright attribution.**

## TRADEMARK ATTRIBUTION GUIDELINES

<https://w3-3.ibm.com/legal/ipl/ip/site.nsf/pages/0ip&l-ipl+home>

Documentation is a term that refers to user manuals and product guides. Current manufacturing trends are shifting these materials from printed to electronic publication. A design system has been created to meet requirements for all these forms of delivery.

They are printed using either two colors – the brand PMS and black, or one color – black only.

On the following pages, you will find common specifications to support each standard size.



**DB2**



**Tivoli**



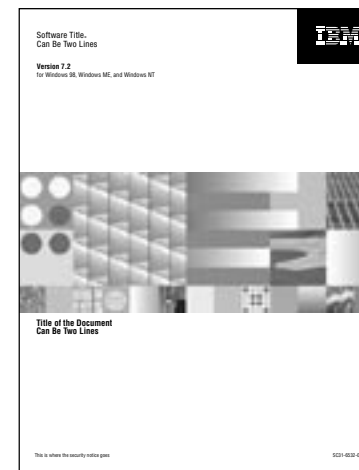
**Lotus**



**Rational**



**WebSphere**



**Non-brand specific**

**Software Brand Mark Product Name**

**Size** Brand mark box is 1p5 (6.05mm) tall. Width varies for each brand mark.

**Font** 12/13pt Helvetica Neue 57 Condensed (Letterspace +30). See “Chapter 8: Product Naming” for product mark specifications. Trademark symbols are 4.5pt and registered trademarks are 3.5pt. Both base align with text.

**Position** Upper left corner; 2p4 (10mm) from left. Center brand mark box with the IBM logo.

**Color** Brand mark box prints brand PMS color. In one color applications box prints black.

**Version Number**

**Font** 10pt Helvetica Condensed Bold

**Position** Aligns left with brand mark box. Cap height aligns with bottom of IBM logo holding device.

**Color** Black

**Platform Information**

**Font** 9/10pt Helvetica Condensed Medium

**Position** Aligns left with brand mark box

**Color** Black

**Documentation Title**

**Font** 12/14pt Helvetica Condensed Bold

**Position** Aligns left with brand mark box. Baseline is 20pts (7.5mm) from mosaic.

**Color** Black

**Security Notice**

**Font** 8pt Helvetica Condensed Medium

**Position** Aligns left with brand mark box. Baseline is 2p3 (9.5mm) from bottom.

**Color** Black

**Documentation Number**

**Font** 8pt Helvetica Condensed Medium

**Position** Flush right, 2p3 (9.5mm) from right edge. Baseline is 2p3 (9.5mm) from bottom.

**Color** Black

WebSphere

Product Name.  
Can Be Two Lines

Version 7.2

for Windows 98, Windows ME, Windows NT, and Windows 2000

Title of the Document  
Can Be Two Lines

This is where the security notice goes

IBM Confidential. Pre-release code. Do not use for distribution.

SC31-6532-00

IBM

**The IBM Logo Holding Device**

**Size** 9p6 (40.2mm) wide by 6p2.5 (26.3mm) tall, not including bleed

**Position** Top right corner

**Color** Black

**IBM Logo**

**Size** 2p0 (8.75mm) tall

**Position** Logo is centered within the logo holding device (not including bleed). Black space around logo is equal to the height of the logo.

**Color** Logo reverses out of logo holding device.

**Imagery**

**Size** Mosaic is 42p9 (181mm) wide by 16p2 (68.5mm) tall, including 0p9 (3.19mm) bleed on right side only.

**Position** Flush with left edge, bleeds right. Mosaic image centers on the horizontal axis.

**Color** Duotone of brand PMS color and black. In single color applications use the black and white version of the mosaic. For PDF versions use the JPG of the art supplied.

**Additional Information (optional)**

This is for any additional information essential to the cover.

**Font** 9/11pt Helvetica Condensed Medium

**Box** 0.5pt outline; 0p7 (2.47mm) around text

**Position** Box aligns right with documentation number and is 7p0 (29.63mm) from bottom edge.

**Color** Black

NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

### Software Brand Mark Product Name

**Size** Brand mark box is 1p5 (6.05mm) tall. Width varies for each brand mark.

**Font** 12/13pt Helvetica Neue 57 Condensed (Letterspace +30). See “Chapter 8: Product Naming” for product mark specifications. Trademark symbols are 4.5pt and registered trademarks are 3.5pt. Both base align with text.

**Position** Upper left corner; 2p4 (10mm) from left. Center brand mark box with the IBM logo.

**Color** Brand mark box prints brand PMS color. In one color applications box prints black.

### Version Number

**Font** 10pt Helvetica Condensed Bold

**Position** Aligns left with brand mark box. Cap height aligns with bottom of IBM logo holding device.

**Color** Black

### Platform Information

**Font** 9/10pt Helvetica Condensed Medium

**Position** Aligns left with brand mark box

**Color** Black

### Documentation Title

**Font** 12/14pt Helvetica Condensed Bold

**Position** Aligns left with brand mark box. Baseline is 20pts (7.5mm) from mosaic.

**Color** Black

### Security Notice

**Font** 8 pt Helvetica Condensed Medium

**Position** Aligns left with brand mark box. Baseline is 2p3 (9.5mm) from bottom.

**Color** Black

### Documentation Number

**Font** 8pt Helvetica Condensed Medium

**Position** Flush right, 2p3 (9.5mm) from right edge. Baseline is 2p3 (9.5mm) from bottom.

**Color** Black

**Lotus** Product Name.  
Can Be Two Lines

**Version 7.2**  
for Windows 98, Windows ME, Windows NT, and Windows 2000

**Documentation Title**  
Can Be Two Lines

This is where the security notice goes

IBM Confidential. Pre-release code. Do not use for distribution.

SC31-6532-00

IBM

### The IBM Logo Holding Device

**Size** 10p10 (46mm) wide by 7p2 (30.3mm) tall, not including bleed

**Position** Top right corner

**Color** Black

### IBM Logo

**Size** 2p3 (9.5mm) tall

**Position** Logo is centered within the logo holding device. Black space around logo is equal to the height of the logo.

**Color** Logo reverses out of logo holding device.

### Imagery

**Size** Mosaic is 51p9 (219mm) wide by 18p2 (77mm) tall, including 0p9 (3.19mm) bleed on right side only.

**Position** Flush with left edge, bleeds right. Mosaic image centers on the horizontal axis.

**Color** Duotone of brand PMS color and black. In single color applications use the black and white version of the mosaic. For PDF versions use the JPG of the art supplied.

### Additional Information (optional)

This is for any additional information essential to the cover.

**Font** 9/11pt Helvetica Condensed Medium

**Box** 0.5pt outline; 0p7 (2.47mm) around text

**Position** Box aligns right with documentation number and is 7p0 (29.63mm) from bottom edge.

**Color** Black

NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

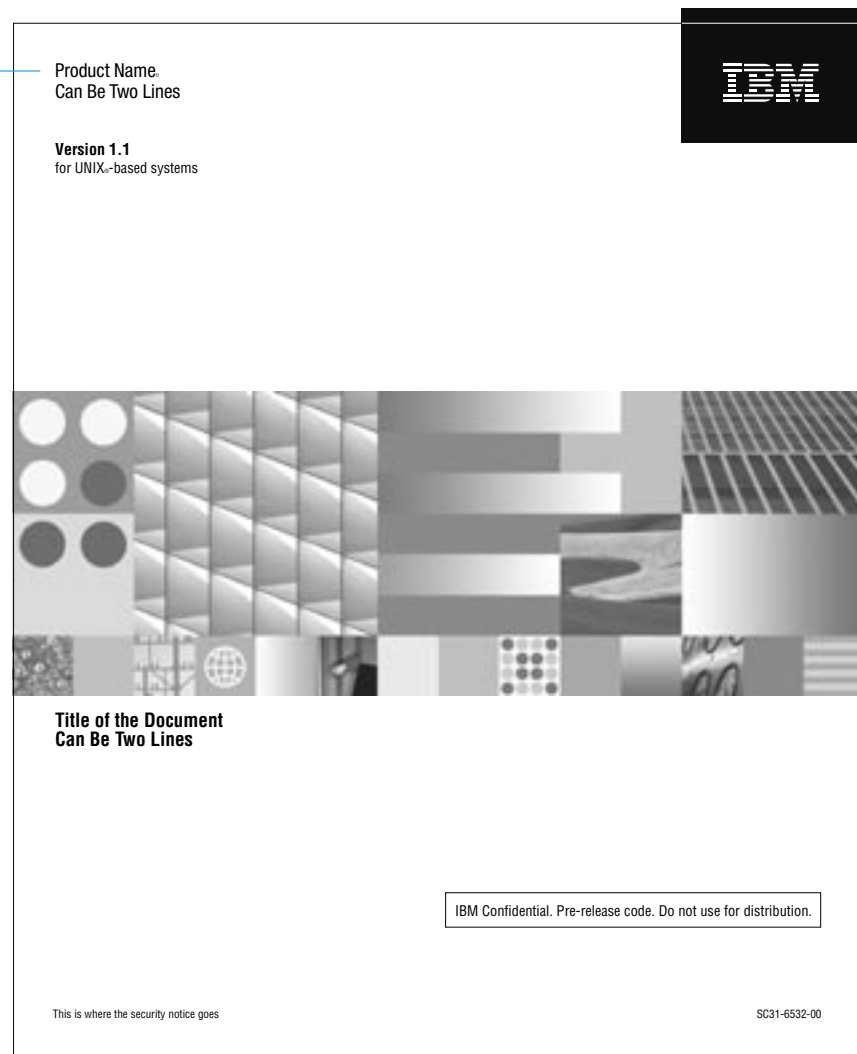
When the software product doesn't fall under one of the existing product brands, the software product brand mark is replaced by Helvetica Medium Condensed text, and the brand specific mosaic is replaced with the cross brand mosaic shown here. All other guidelines remain the same.

### Software Product Name

**Font** 12/13pt Helvetica Condensed Medium. Trademark symbols are 4.5pt and registered trademarks are 3.5pt. Both base align with text.

**Position** Upper left corner; 2p4 (10mm) from left. Center first line of text with the IBM logo.

**Color** Black



### Imagery

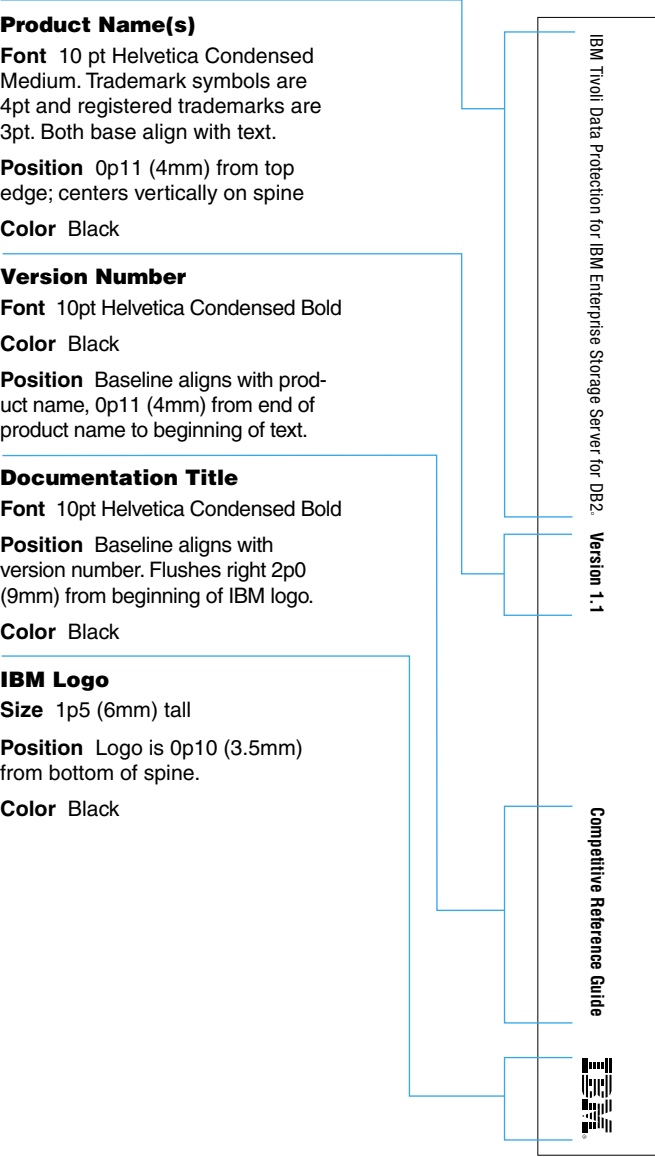
**Size** Dependant on size of documentation cover. This is consistent with brand specific mosaic applications.

**Position** Flush with left edge, bleeds right; mosaic image centers on the horizontal axis.

**Color** Black

**NOTE:** Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

These guidelines apply to all spines 0.375 inches (9.5mm) and wider. Spines narrower in width should not contain artwork.



NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.



### IBM Logo

**Size** 1p5 (6mm) tall

**Position** Baseline of logo is 4p5 (1.85mm) from top; 2p3 (10mm) from left.

**Color** Black

### Publication Information

**Font** 8/10pt Helvetica Condensed  
Medium 4 pt space between paragraphs.

**Position** Flush left with IBM logo; 2p5 (10mm) from baseline of IBM logo to baseline of first line of type

**Color** Black

### Bar Code

**Position** 2p3 (9.5mm) from right; 2p3 (9.5mm) from bottom

### Bar Code

**Position** Flush left with IBM logo. Bottom of bar code is 2p3 (9.5mm) from bottom edge.



File Number: S370-79  
Program Numbers: 5684394  
5684394  
5684394  
5684394

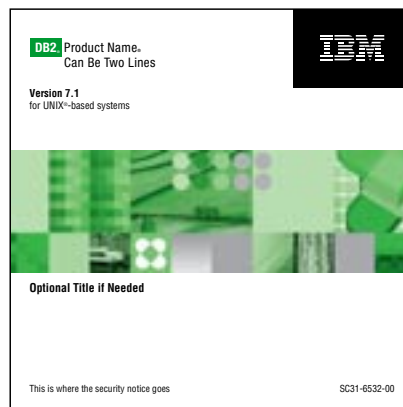
Restricted Materials of IBM Licensed  
Materials - Property of IBM  
AB12-3456-00  
© Copyright IBM Corp. 2002  
Printed in the United States of America



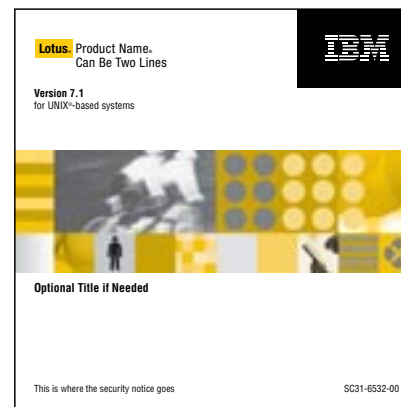
CD booklet covers are all one size. They are printed using either two colors – the brand PMS and black, or one color – black only.

Shown here are the six cd booklet cover designs specific to branded or non-branded products. Custom mosaic imagery has been created for each type. On the following pages, you will find comon specifications to support each.

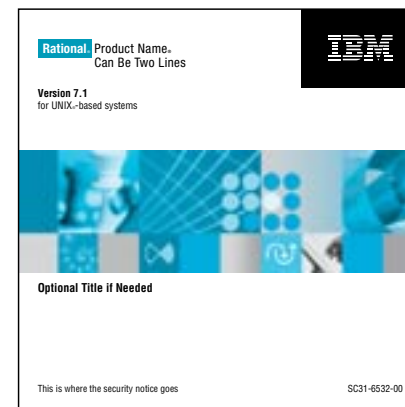
NOTE: Use of CD booklets is not standard and requires an exception approval.



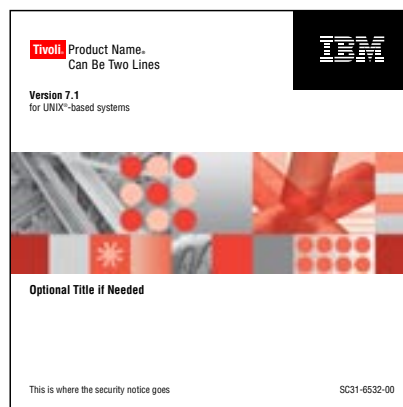
**DB2**



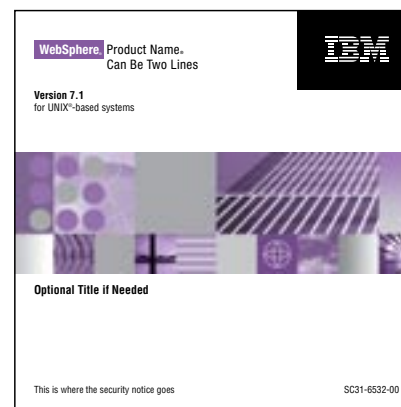
**Lotus**



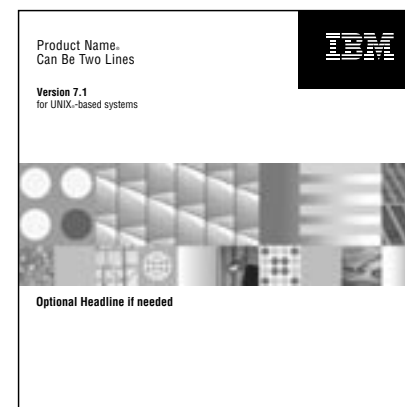
**Rational**



**Tivoli**



**WebSphere**



**Non-brand specific or multiple brands**

### Software Brand Mark Product Name

**Size** Brand mark box is 1p4 (5.5mm) tall. Width varies for each brand mark.

**Font** 11/11.9pt Helvetica Neue 57 Condensed (Letterspacing +30). Trademark symbols are 4pt and registered trademarks are 3pt. Both base align with text.

**Position** Upper left corner; 1p6 (6mm) from left. Center brand mark box with the IBM logo

**Color** Brand mark box prints brand PMS color. In one color applications box prints black.

### Version Number

**Font** 9pt Helvetica Condensed Bold

**Position** Aligns left with brand mark box. Cap height aligns with bottom of IBM logo holding device.

**Color** Black

### Platform Information

**Font** 8.5/10pt Helvetica Condensed Medium

**Position** Aligns left with brand mark box.

**Color** Black

### Documentation Title

**Font** 10/12pt Helvetica Condensed Bold

**Position** Aligns left with brand mark box. Baseline is 1p4 (5.5 mm) from mosaic.

**Color** Black

### Security Notice

**Font** 8pt Helvetica Condensed Medium

**Position** Aligns left with brand mark box. Baseline is 1p6 (6 mm) from bottom.

**Color** Black

**Rational** Product Name®  
Can Be Two Lines

**Version 7.1**  
for UNIX®-based systems

Optional Title if Needed

This is where the security notice goes

IBM

### The IBM Logo Holding Device

**Size** 8p7 (36.2mm) wide by 5p7 (23.7mm) tall, not including bleed.

**Position** Top right corner

**Color** Black

### IBM Logo

**Size** 1p9 (7.5mm) tall

**Position** Logo is centered within the logo holding device. Black space around logo is equal to the height of the logo.

**Color** Logo reverses out of black holding device.

### Imagery

**Size** Mosaic is 29p4 (124mm) wide by 8p6 (36mm) tall, including 0p9 (3.19mm) bleed on right side only.

**Position** Flush with left edge, bleeds right. Mosaic image centers on the horizontal axis.

**Color** Duotone of brand PMS color and black. In single color applications mosaic prints black.

### Documentation Number

**Font** 7pt Helvetica Condensed Medium

**Position** Flush right, 1p6 (6 mm) from right edge. Baseline is 1p6 (6 mm) from bottom.

**Color** Black

SC31-6532-00

NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

When the software product doesn't fall under one of the existing product brands, the software product brand mark is replaced by Helvetica Medium Condensed text, and the brand specific mosaic is replaced with the cross-brand mosaic shown here. All other guidelines remain the same.

**Software Product Name**

**Font** 11/11.92 pt Helvetica Condensed Medium. Trademark symbols are 4pt and registered trademarks are 3pt. Both base align with text.

**Position** Upper left corner; 1p6 (6mm) from left. Center first line of text with the IBM logo.

**Color** Black

Product Name.  
Can Be Two Lines

**Version 7.1**  
for UNIX®-based systems

IBM



**Optional Title if Needed**

This is where the security notice goes

SC31-6532-00

**Imagery**

**Size** Mosaic is 29p4 (124mm) wide by 8p6 (36mm) tall, including 0p9 (3.19mm) bleed on right side only.

**Position** Flush with left edge, bleeds right. Mosaic image centers on the horizontal axis.

**Color** Black

NOTE: Include all IBM trademark symbols after product names. Only include trademark symbols for other companies that require special attribution. Include these symbols at the first and/or most prominent occurrence.

**IBM Logo**

**Size** 1p5 (6mm) tall

**Position** Top of logo is 2p2 (9mm) from top, 1p6 (6mm) from left.

**Color** Black

**Publication Information**

**Font** 8/10pt Helvetica Condensed Medium  
4 pt space between paragraphs

**Position** Flush left with IBM logo; 2p5 (10mm) from baseline of IBM logo to baseline of first line of type

**Color** Black



Part Number: 23L3888

File Number: S370/4300/30XX-50

Program Number: 5655-091 (MVS/ESA)

5654-025 (VM/ESA)

5695-117 (VTAM MVS/ESA)

This is where the security notice goes

CD recorded in USA

Insert printed in USA

### IBM Logo

**Size** 1p5 (6mm) tall

**Position** Top of logo is 2p0 (8.5mm) from top, 2p0 (8.5mm) from left.

**Color** Black

### Publication Information

**Font** 8/10pt Helvetica Condensed Medium  
4 pt space between paragraphs

**Position** Flush left with IBM logo.  
2p5 (10mm) from baseline of IBM logo to baseline of first line of type.

**Color** Black

### Documentation Number

**Font** 8/10pt Helvetica Condensed Medium

**Position** Flush left with IBM logo.  
1p0 (4.25mm) from baseline of text to top of bar code.

**Color** Black

### Spine Text

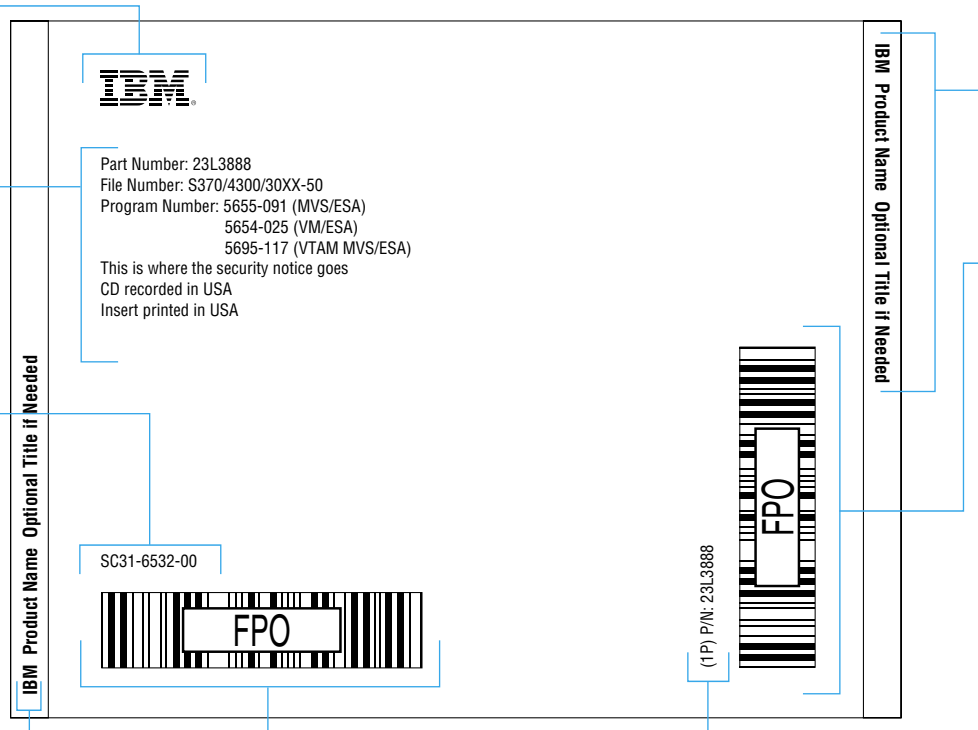
**Font** 9/10pt Helvetica Condensed Bold.  
Space between IBM and product name, and product name and optional title is two letterspaces.

**Position** 0p11 (4mm) from bottom, centers vertically on spine

**Color** Black

### Bar Code

**Position** Flush left with IBM logo.  
2p0 (8.5mm) from bottom



### Spine Text

**Font** 9/10pt Helvetica Condensed Bold  
Space between IBM and product name, and product name and optional title is two letterspaces.

**Position** 0p11 (4mm) from top; centers vertically on spine

**Color** Black

### Bar Code

**Position** 2p0 (8.5mm) from right and 2p0 (8.5mm) from bottom.

### Part Number

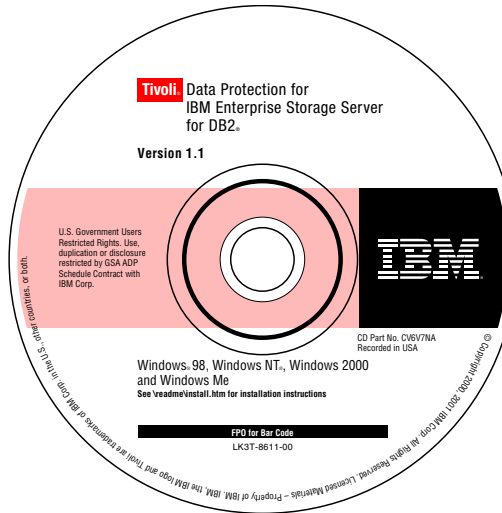
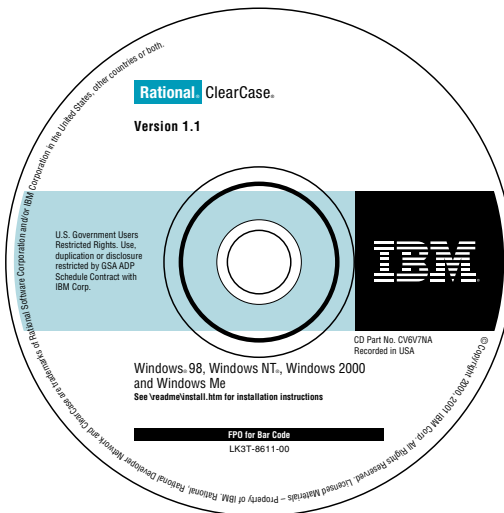
**Font** 8/10pt Helvetica Condensed Medium

**Position** Flush left with IBM logo.  
1p0 (4.25mm) from baseline of text to top of bar code

**Color** Black

However a CD is delivered, it is guaranteed to have a consistent appearance with the total package and branded product. While all product CDs maintain a consistent design, the specifications of a product CD is determined by two things; where it is produced and which product or products it holds.

When an external IBM-approved vendor is contracted to print and duplicate a product CD, the CD is referred to as being **out-sourced** for production. Out-sourced CD designs apply two colors on a white background: black and the specified Pantone® color for DB2, Lotus, Rational, Tivoli or WebSphere brand.



The following CDs print black, on a white background.

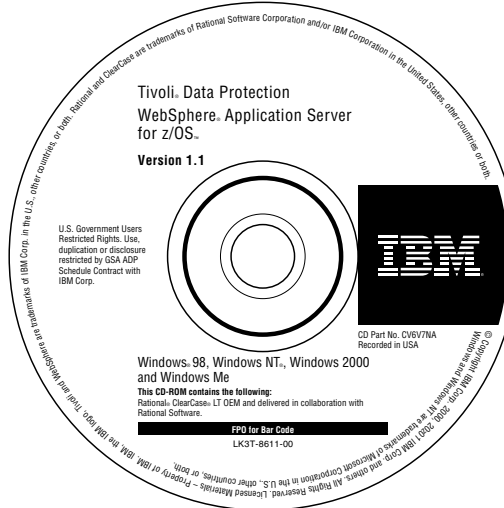
**In-house** CDs produced at an internal IBM printing facility. Requirements for your bar code may differ, please check with your local manufacturing representatives.

**Multiple Brands/Build-to-order** CDs that specify more than one brand of software products in the CD title (Software brand marks and product descriptors). Can be in-house or out-sourced.

**Non-brand Specific** CDs holding any product not specific to a brand. Can be in-house or out-sourced.



In-house



Multiple brands/build-to-order



Non-brand specific



**Version Number**

**Font** 9/10pt Helvetica Condensed Bold

**Alignment** Left aligns with software brand mark color box. 1p5.706 (6.246mm) from baseline of version number to either the bottom of the software brand mark color box or the baseline of the last line of the product descriptor (whichever is lower.)

**Secondary Copy Placement**

**Font** 6/7pt Helvetica Condensed

2 pt extra leading between paragraphs.

**Alignment** Contents should be flush left with left edge 11p4.556 (48.174mm) from horizontal center of CD and centered vertically from top o bottom of IBM holding device.

**Color Band**

**Alignment** Color band is flush top, bottom, and right with black IBM logo holding device, and bleeds off the left side of the CD.

**Color** DB2: 30% screen of PMS 362.  
Lotus: 50% of PMS 116. Rational: 30% of PMS 313. Tivoli: 20% of PMS 032.

WebSphere: 30% of PMS 2587.

Band is removed when printing in black only.

**Platform**

Can contain content information. Technology ogos should be flush with the Contents cap height.

**Font** 9/10pt Helvetica Condensed

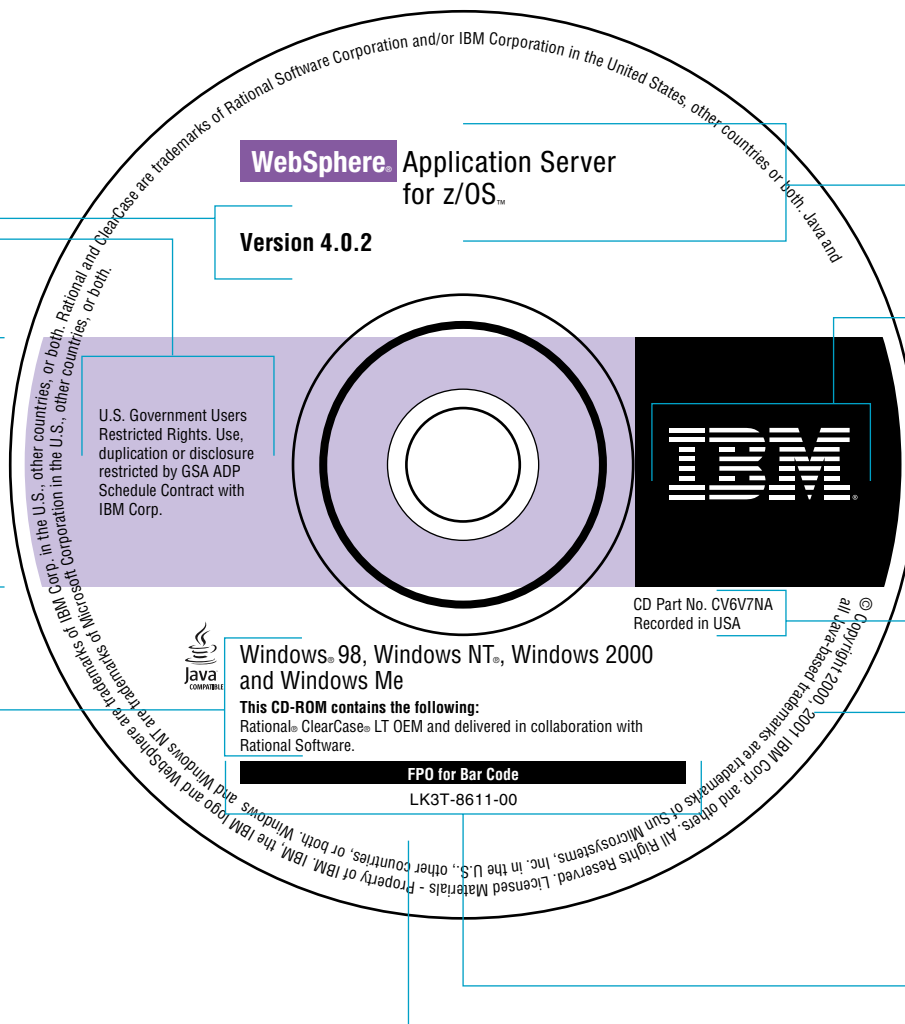
**Alignment** Left aligns with software brand mark box. Baseline of first line of copy is 2p4.302 (9.984mm) below top of IBM holding device.

**Contents/Installation Instructions**

**Font** 6/7pt Helvetica Condensed and Bold

**Alignment** Left aligns with platform text. Baseline of first line of copy is 0p9 (3.175mm) below last line of platform text.

**Background of CD** is always solid white.

**Software Brand Mark and Product Descriptor**

**Size** Software brand mark box is 1p3.739 (5.552mm) tall. Width varies for each brand mark.

**Font** 11/12pt Helv. Neue Condensed 57 (+15% character space width). Trademark symbols are 2.75pt. Registered trademarks are 3.5pt. Both base align with text.

**Alignment** 4p10.256 (20.551mm) from bottom of brand mark box to top of color band. Left aligns 6p11.707 (29.53mm) from horizontal center.

**IBM Logo**

**Size** 2p2.818 (9.461mm) tall.

**Alignment** Reversed and centered within the logo holding device.

**The IBM Logo Black Holding Device**

**Size** 7p9.5 (32.985mm) tall

**Alignment** 5p4.317 (22.689mm) from horizontal center; bleeds off right side of CD.

**Part Number**

**Font** 6/7pt Helvetica Condensed

**Alignment** Left aligns with logo holding device and 0p8.5 (2.999mm) from bottom of logo holding device to baseline of text.

**Copyright and Trademark Attribution**

**Font** 6/7pt Helvetica Condensed

**Alignment** Text wraps on circle beginning underneath IBM logo holding device. Trademark information varies. Consult your IPL attorney. Copy begins 0p2.070 (0.73mm) below © symbol and 1p0.607 (4.448mm) from baseline of type to the edge of CD. The inner text path is 26p1.229 (110.500mm) from CD center & the outer text path is 27p3.402 (115.500mm.)

**Bar Code**

**Size** 0p8.504 (3.000mm) tall and 13p11.244 (59.000mm) wide

**Alignment** 5p5.196 (22.999mm) from bottom of color band to top of bar code, centered vertically.

**IMPORTANT:** On many systems the font **Helvetica Condensed Medium (Hel Cond Med)** is abbreviated to **Helvetica Condensed (Hel Cond)**. Helvetica Condensed and Helvetica Neue Condensed fonts have been licensed by Corporate User Technologies. They may be obtained for use by SWG Visual Designers that are responsible for creating software CD labels. Obtain the fonts here: [https://steamboat.boulder.ibm.com/cgi-bin/regsvs/iipreg/iipreg?s=IIPhfsvd&t=dl&d=IIPhfsvd&S\\_PKG=dl](https://steamboat.boulder.ibm.com/cgi-bin/regsvs/iipreg/iipreg?s=IIPhfsvd&t=dl&d=IIPhfsvd&S_PKG=dl)

### Version Number

**Font** 9/10pt Helvetica Condensed Bold

**Alignment** Left aligns with software descriptor.  
1p5.706 (6.246mm) from last line of the software descriptor to baseline of version number.

### Secondary Copy Placement

**Font** 6/7pt Helvetica Condensed

2 pts extra leading between paragraphs

**Alignment** Contents should be flush left with left edge 11p4.556 (48.174mm) from horizontal center of CD and centered vertically from top to bottom of IBM holding device.

### Platform

Can contain content information. Technology logos should be flush with the Contents cap height.

**Font** 9/10pt Helvetica Condensed

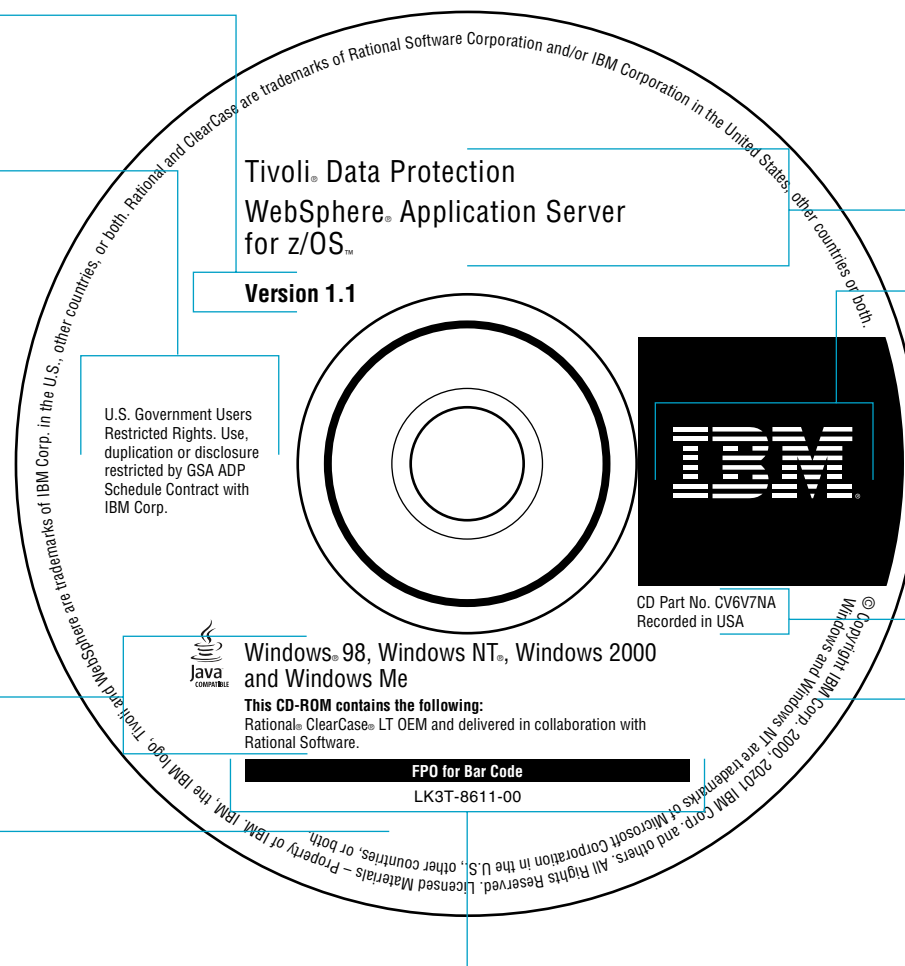
**Alignment** Left aligns with software brand mark box. Baseline of first line of copy is 2p4.302 (9.984mm) below top of IBM holding device.

### Contents/Installation Instructions

**Font** 6/7pt Helvetica Condensed and Bold

**Alignment** Left aligns with platform text. Baseline of first line of copy is 0p9 (3.175mm) below last line of platform text.

**Background of CD** is always solid white.



### Software Product Name(s)

**Font** 11/12 pt Helvetica Condensed, plus 0p3 (1.058mm) paragraph space between product names. Trademark symbols are 2.75pt. Registered trademarks are 3.5pt. Both base align with text.

**Alignment** 4p10.256 (20.551mm) from baseline of first line of text to top of the IBM Logo Black Holding Device. Left aligns 6p11.707 (29.53mm) from horizontal center.

### IBM Logo

**Size** 2p2.818 (9.461mm) tall.

**Alignment** Reversed and centered within the logo holding device.

### The IBM Logo Black Holding Device

**Size** 7p9.5 (32.985mm) tall

**Alignment** 5p4.317 (22.689mm) from horizontal center; bleeds off right side of CD.

### Part Number

**Font** 6/7pt Helvetica Condensed

**Alignment** Left aligns with logo holding device and 0p8.5 (2.999mm) from bottom of logo holding device to baseline of text.

### Copyright and Trademark Attribution

**Font** 6/7pt Helvetica Condensed

**Alignment** Text wraps on circle beginning underneath IBM logo holding device. Trademark information varies. Consult your IPL attorney. Copy begins 0p2.070 (0.73mm) below © symbol and 1p0.607 (4.448mm) from baseline of type to the edge of CD. The inner text path is 26p1.229 (110.500mm) from CD center & the outer text path is 27p3.402 (115.500mm.)

### Bar Code

**Size** 0p8.504 (3.000mm) tall and 13p11.244 (59.000mm) wide

**Alignment** 5p5.196 (22.999mm) from bottom of color band to top of bar code, centered vertically.

**IMPORTANT:** On many systems the font **Helvetica Condensed Medium (Hel Cond Med)** is abbreviated to **Helvetica Condensed (Hel Cond)**. Helvetica Condensed and Helvetica Neue Condensed fonts have been licensed by Corporate User Technologies. They may be obtained for use by SWG Visual Designers that are responsible for creating software CD labels. Obtain the fonts here:  
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There is a consistent style and order in trademark and copyright attribution. It is preferred to spell words out rather than abbreviating them, however, due to space limitations the following abbreviations are acceptable:

**IBM** for International Business Machines  
**Corp.** for Corporation  
**U.S.** for United States

Examples of appropriate attribution statements for products listed:

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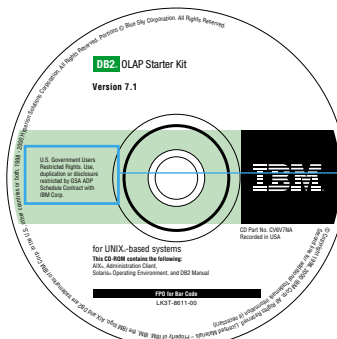
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consistent for all products, and always listed first  
 varies for each product – please consult your IPL attorney



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## TRADEMARK ATTRIBUTION GUIDELINES

<https://w3-3.ibm.com/legal/ip/iplsite.nsf/pages/0ip&l-ipl+home>

## Languages

**Font** 6/7pt Helvetica Condensed and Bold

**Position** Left aligns with other secondary copy. 2pts additional leading between paragraphs

## Additional Option

U.S. Government Users Restricted Rights. Use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM Corp.

## English only

**Font** 8/9pt Helvetica Condensed Bold

**Position** Left aligns with other secondary copy. Baseline is 0p10 (3.53mm) below baseline of content above.

## Other Information

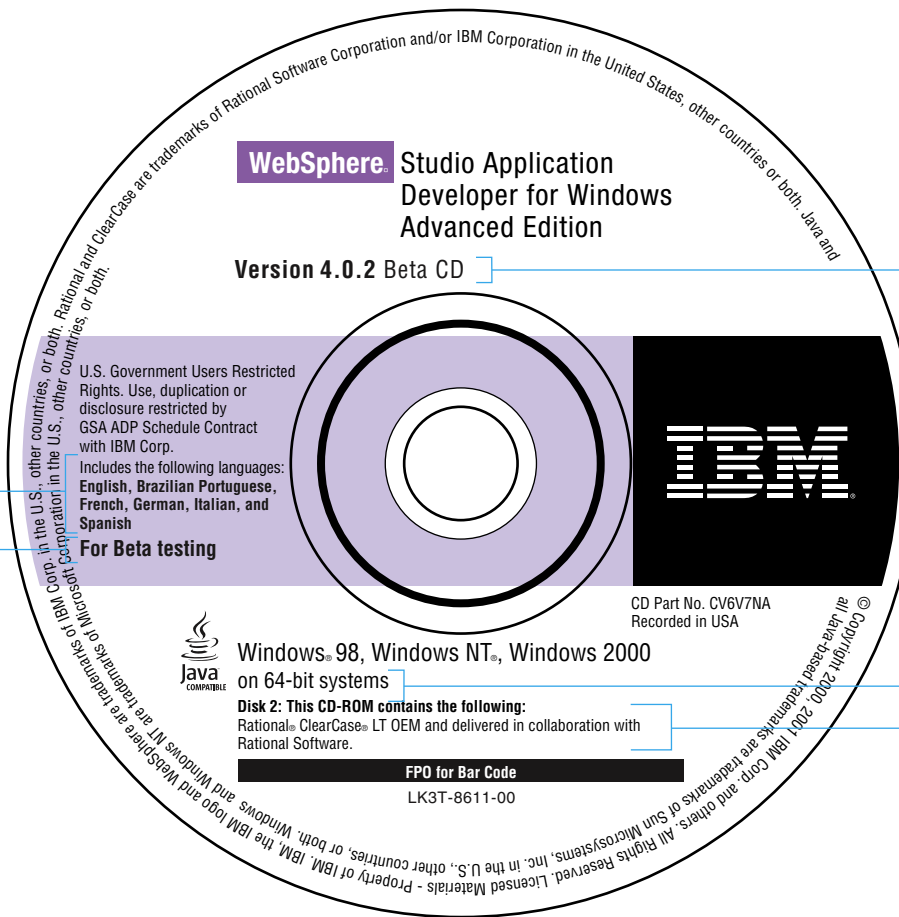
**Font** 8/9pt Helvetica Condensed Bold

**Alignment and Placement** Anywhere that the CD label design and content permit

## Examples of content:

IBM Confidential  
Evaluation only  
Comdex  
CASCON

NOTE: In conference examples, CD-ROM labels are specifically designed for development conference engagements and not for marketing.



## Long Product Names

If the product name needs to extend to a fourth line, it may be necessary to place the version number on the last line of the product name. All type specifications remain the same.

**WebSphere** Branch Transformation Toolkit for WebSphere Studio Enterprise and Workgroup Editions Version 4.0.2

## CD Type

Content follows version number.

**Font** 9/10pt Helvetica Condensed

## Bit System

**Font** 8/9pt Helvetica Condensed

**Alignment** Left aligns with software brand mark box. First baseline of copy is 0p9.5 (3.35mm) below last baseline of platform information.

## Numbered Disks

**Font** 6/7pt Helvetica Condensed Bold

**Alignment** Left aligns with software brand mark box. First baseline of copy is 0p9 (3.18mm) below last baseline of content above.

## Additional Option

### Disk 1 of 3

See readme\install.htm for installation instructions

**Font** 7/8pt Helvetica Condensed Bold for "Disk 1 Of 3"; 6/7pt Helvetica Condensed for other content

**Alignment** Left aligns with software brand mark box. First baseline of copy is 0p9.5 (3.35mm) below last baseline of content above.

**SEARCH FOR ANY APPROVED IBM PRODUCT NAME OR STANDARDS AT THE SWG NAMING WEB SITE:**

<https://w3-3.ibm.com/software/marketing/marksite.nsf/AllMarketingPages/Naming-index?opendocument>

### Auxiliary Logos

Due to the limited space on a CD, only apply logos that are absolutely necessary. Examples of typical logo placement are shown here.

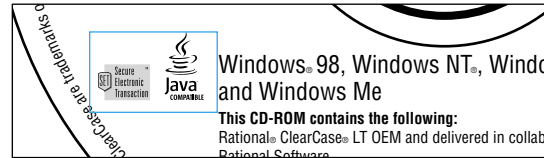
Apply third-party logos and marks only when legal agreements with third-party companies requires IBM to do so.

The Java Compatible logo shown here represents a minimum size exception IBM has obtained from Sun Microsystems for specific use on IBM software CD labels.

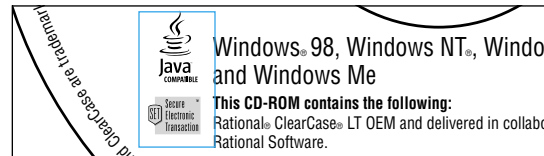
### Trademarks And Registered Trademarks In Platform Information and CD Content Information

**Trademark** 3.5pt Helvetica Condensed.  
Top aligns with cap height.

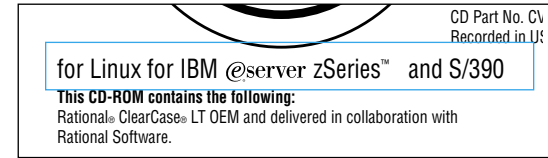
**Registered Trademark** 2.75pt Helvetica Condensed.  
Base aligns with text.



**Horizontal alignment**



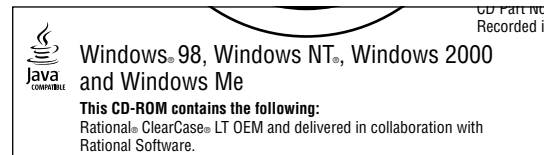
**Vertical alignment**



**In platform information**



**Long horizontal logos**



**Example of correct trademark and registered trademark application**

Note: Please pay attention to letterspacing, and manually adjust kerning when necessary.

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